

Hello, I'm Ami Dewar.

I'm a proven design executive who is passionate about applying customer-centric design practices to understand, envision, plan, and promote the best user experience possible. I'm an advocate and hands-on practitioner of design thinking, with a proven track record for building highly performant teams, and leading initiatives from conception to delivery. I am a strong proponent for change in an ever-evolving technological landscape and I love teaming with others to uncover innovative solutions for everyday problems and delivering experiences that make customers’ lives better.

Experience

2021 - PRESENT

HEAD OF DESIGN, AWS SALES ENGAGEMENT AND PRODUCTIVITY SOLUTIONS

Established the first-ever design program to support the AWS Sales and Marketing organization and integrate hundreds of internal tools, services, and datasets; streamline everyday workflows and elevate actionable insights designed to make the AWS Field the most effective and efficient in the world.

- Centralized the UX design function and growing the team (14 new designers, 52 interviews).
- Derived the program vision, established UX/UI guidelines, and engagement mechanisms.
- Leading global seller experience & productivity studies, delivered in-app PSAT and feedback.
- Designed 10 new tools and integrating 40+ first party tools and services into a central experience.

2019-2021

VICE PRESIDENT OF DESIGN, ACOUSTIC

Built a global team of 50 UX designers, researchers, writers, and front end developers to deliver a vision and execute on plans to unify the marketing platform, including analytics, content management, personalization, mobile marketing, and marketing automation offerings.

- Delivered a new atomic-based design system, common templates and UI patterns.
- Redesigned 5000+ UI panels and workflows. Managed vendor relationship for 75+ contractors hired to develop revamped experience.
- Designed and built corporate help center, developer experience, partner community and LDS.
- Established cross-org voice of customer program to inform business prioritization and UX.

2018-2019

DESIGN PRINCIPAL / PROGAM LEAD, IBM WATSON CUSTOMER ENGAGEMENT

Led the user experience for IBM’s Marketing portfolio. With over 3500 global customers, my aim was to deliver an intuitive, intelligent experience for thousands of marketing professionals.

- Delivered vision for brand new omni-channel campaign experience.
- Led design team through successful carve-out from IBM.

2014-2018

DESIGN PRINCIPAL / SR. MANAGER, IBM COLLABORATION SOLUTIONS

Led design for IBM’s Collaboration Solutions and “Future of Work” strategy that enabled teams to be highly effective by harnessing the power of AI/ML to facilitate human connections, effective communication, collaborative inspiration, team alignment and exponentially better outcomes.

- Grew “Connections Next” UX research project into a new, cross-device product offering.
- Designed “Moments”, AI-infused chat/meeting classification, summarization and prioritization. This was recognized as “a new and unique form of content analytics in the market that others will certainly want to copy” (Aragon Research), “the most impressive piece of Watson Workspace” (MWD Advisors), a “differentiator” (ZZCNet) and “a practical solution to a really bad problem, our Digital Disorder” (Forrester).
- Introduced industry-specific solutions, trained to understand business dialect, and optimized to drive human workflow for Sales, Supply Chain, Healthcare, Education and HR.
- Contributed to 12+ patents (granted and in progress).



CONTACT

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EXPERTISE

- Design thinking
- UX and UI design
- User research
- Information architecture
- System and process mapping
- Front end development
- Storytelling and prototyping
- Creative direction
- Agile processes, design and research in a CI/CD envionrment
- People management
- Business strategy
- Program management
- AI / ML

PATENTS, AWARDS & PUBLICATIONS

- Patents: 10 granted, 21 published
- Author, Cognitive Teamwork for Dummies
- Selected for Technical Women’s Pipeline
- IBM Top Talent, IBM Next Gen
- IBM Eminence and Excellence
- Outstanding Technical Achievement Award (2)

EDUCATION

BS in Business Administration
NC State University

BA in Communications
NC State University